

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
310122-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI - Q4 Issue	1084

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	310122	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/02/12	10/05/12	Action News 6am	6-7am M-F	- TWTF - -	:30	4	\$1,500.00	NM	
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> - TWTF - -	<u>Spots/Week</u> 4	<u>Rate</u> \$1,500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WXYZ	Tu	10/02/12	6:30 AM	Action News 6am	6-7am M-F	:30	CMI TV107	\$1,500.00	NM
1	WXYZ	W	10/03/12	6:20 AM	Action News 6am	6-7am M-F	:30	CMI TV107	\$1,500.00	NM
3	WXYZ	Th	10/04/12	6:30 AM	Action News 6am	6-7am M-F	:30	CMI TV107	\$1,500.00	NM
4	WXYZ	F	10/05/12	6:29 AM	Action News 6am	6-7am M-F	:30	CMI TV107	\$1,500.00	NM
2	10/08/12	10/08/12	Action News 6am	6-7am M-F	M- - - - -	:30	1	\$1,500.00	NM	
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> M- - - - -	<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WXYZ	M	10/08/12	6:08 AM	Action News 6am	6-7am M-F	:30	CMI TV107	\$1,500.00	NM
3	10/02/12	10/05/12	M-F 7-9am	7-9am M-F	- TWTF - -	:30	4	\$1,600.00	NM	
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> - TWTF - -	<u>Spots/Week</u> 4	<u>Rate</u> \$1,600.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WXYZ	Tu	10/02/12	7:55 AM	M-F 7-9am	7-9am M-F	:30	CMI TV107	\$1,600.00	NM
3	WXYZ	W	10/03/12	7:43 AM	M-F 7-9am	7-9am M-F	:30	CMI TV107	\$1,600.00	NM
2	WXYZ	Th	10/04/12	8:59 AM	M-F 7-9am	7-9am M-F	:30	CMI TV107	\$1,600.00	NM
4	WXYZ	F	10/05/12	8:29 AM	M-F 7-9am	7-9am M-F	:30	CMI TV109	\$1,600.00	NM
4	10/08/12	10/08/12	M-F 7-9am	7-9am M-F	M- - - - -	:30	1	\$1,600.00	NM	
Weeks:	<u>Start Date</u> 10/08/12	<u>End Date</u> 10/14/12	<u>MTWTFSS</u> M- - - - -	<u>Spots/Week</u> 1	<u>Rate</u> \$1,600.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WXYZ	M	10/08/12	7:25 AM	M-F 7-9am	7-9am M-F	:30	CMI TV107	\$1,600.00	NM



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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue	1084	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/06/12	10/06/12	Action News SAT 6am	SAT 6-7am	-----S-	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/06/12	6:58 AM	Action News SAT 6am	SAT 6-7am	:30	CMI TV109	\$500.00 NM
6	10/06/12	10/06/12	GMA SAT 7-8am	SAT 7-8am	-----S-	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/06/12	7:29 AM	GMA SAT 7-8am	SAT 7-8am	:30	CMI TV107	\$900.00 NM
7	10/06/12	10/06/12	Action News SAT 8am	SAT 8-9am	-----S-	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/06/12	8:37 AM	Action News SAT 8am	SAT 8-9am	:30	CMI TV107	\$900.00 NM
8	10/07/12	10/07/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/07/12	7:54 AM	GMA SUN 7-8am	SUN 7-8am	:30	CMI TV107	\$900.00 NM
9	10/07/12	10/07/12	Action News SUN 8am	Sun 8-930am	-----S	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/07/12	8:42 AM	Action News SUN 8am	Sun 8-930am	:30	CMI TV109	\$900.00 NM
10	10/03/12	10/05/12	M-F 9a-10a	9-10am M-F	--WTF--	:30	3	\$800.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> --WTF--	<u>Spots/Week</u> 3	<u>Rate</u> \$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXYZ	W	10/03/12	9:55 AM	M-F 9a-10a	9-10am M-F	:30	CMI TV107	\$800.00 NM
3	WXYZ	Th	10/04/12	9:42 AM	M-F 9a-10a	9-10am M-F	:30	CMI TV107	\$800.00 NM
1	WXYZ	F	10/05/12	9:33 AM	M-F 9a-10a	9-10am M-F	:30	CMI TV107	\$800.00 NM
11	10/02/12	10/04/12	M-F 11a-12n	11am-12pm M-F	-T-T---	:30	2	\$1,000.00	NM
Weeks:	<u>Start Date</u> 10/01/12	<u>End Date</u> 10/07/12	<u>MTWTFSS</u> -T-T---	<u>Spots/Week</u> 2	<u>Rate</u> \$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXYZ	Tu	10/02/12	10:59 AM	M-F 11a-12n	11am-12pm M-F	:30	CMI TV107	\$1,000.00 NM
1	WXYZ	Th	10/04/12	11:13 AM	M-F 11a-12n	11am-12pm M-F	:30	CMI TV107	\$1,000.00 NM



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310122-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue	1084	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/02/12	10/05/12	12-1230p News	12-1230p	- TWTF - -	:30	4	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - TWTF - - 4 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXYZ Tu 10/02/12 12:29 PM 12-1230p News 12-1230p :30 CMI TV107 \$1,000.00 NM									
1 WXYZ W 10/03/12 12:25 PM 12-1230p News 12-1230p :30 CMI TV107 \$1,000.00 NM									
4 WXYZ Th 10/04/12 12:28 PM 12-1230p News 12-1230p :30 CMI TV107 \$1,000.00 NM									
2 WXYZ F 10/05/12 12:12 PM 12-1230p News 12-1230p :30 CMI TV107 \$1,000.00 NM									
13	10/08/12	10/08/12	12-1230p News	12-1230p	M - - - - -	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M - - - - - 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 12:11 PM 12-1230p News 12-1230p :30 CMI TV107 \$1,000.00 NM									
14	10/02/12	10/04/12	Dr. Oz	4-5pm M-F	- TWT - - -	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - TWT - - - 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/02/12 4:23 PM Dr. Oz 4-5pm M-F :30 CMI TV107 \$1,200.00 NM									
3 WXYZ W 10/03/12 4:21 PM Dr. Oz 4-5pm M-F :30 CMI TV107 \$1,200.00 NM									
2 WXYZ Th 10/04/12 4:21 PM Dr. Oz 4-5pm M-F :30 CMI TV107 \$1,200.00 NM									
15	10/08/12	10/08/12	Dr. Oz	4-5pm M-F	M - - - - -	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M - - - - - 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 4:41 PM Dr. Oz 4-5pm M-F :30 CMI TV107 \$1,200.00 NM									
16	10/02/12	10/05/12	6-630pm M-F	6-630pm M-F	- TWTF - -	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - TWTF - - 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 10/02/12 6:29 PM 6-630pm M-F 6-630pm M-F :30 CMI TV107 \$2,000.00 NM									
3 WXYZ W 10/03/12 6:12 PM 6-630pm M-F 6-630pm M-F :30 CMI TV107 \$2,000.00 NM									
4 WXYZ Th 10/04/12 6:23 PM 6-630pm M-F 6-630pm M-F :30 CMI TV107 \$2,000.00 NM									
1 WXYZ F 10/05/12 6:15 PM 6-630pm M-F 6-630pm M-F :30 CMI TV107 \$2,000.00 NM									
17	10/08/12	10/08/12	6-630pm M-F	6-630pm M-F	M - - - - -	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M - - - - - 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 6:09 PM 6-630pm M-F 6-630pm M-F :30 CMI TV107 \$2,000.00 NM									



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310122-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue	1084	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/02/12	10/05/12	M-F 7-730p	7-730pm M-F	- TWTF - -	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - TWTF - - 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/02/12 7:12 PM M-F 7-730p 7-730pm M-F :30 CMI TV107 \$2,000.00 NM									
2 WXYZ W 10/03/12 7:17 PM M-F 7-730p 7-730pm M-F :30 CMI TV107 \$2,000.00 NM									
3 WXYZ Th 10/04/12 7:12 PM M-F 7-730p 7-730pm M-F :30 CMI TV107 \$2,000.00 NM									
4 WXYZ F 10/05/12 7:13 PM M-F 7-730p 7-730pm M-F :30 CMI TV107 \$2,000.00 NM									
19	10/08/12	10/08/12	M-F 7-730p	7-730pm M-F	M- - - - -	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M- - - - - 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 7:13 PM M-F 7-730p 7-730pm M-F :30 CMI TV109 \$2,000.00 NM									
20	10/07/12	10/07/12	Su 6-630p	6-630pm Sun	- - - - - S	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - - - - - S 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 10/07/12 6:22 PM Su 6-630p 6-630pm Sun :30 CMI TV107 \$1,400.00 NM									
21	10/02/12	10/05/12	M-F 730-8pm	730-8pm M-F	- TWTF - -	:30	4	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - TWTF - - 4 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 10/02/12 7:39 PM M-F 730-8pm 730-8pm M-F :30 CMI TV107 \$2,500.00 NM									
1 WXYZ W 10/03/12 7:48 PM M-F 730-8pm 730-8pm M-F :30 CMI TV107 \$2,500.00 NM									
4 WXYZ Th 10/04/12 7:56 PM M-F 730-8pm 730-8pm M-F :30 CMI TV107 \$2,500.00 NM									
3 WXYZ F 10/05/12 7:39 PM M-F 730-8pm 730-8pm M-F :30 CMI TV109 \$2,500.00 NM									
22	10/08/12	10/08/12	M-F 730-8pm	730-8pm M-F	M- - - - -	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M- - - - - 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 7:45 PM M-F 730-8pm 730-8pm M-F :30 CMI TV107 \$2,500.00 NM									
23	10/06/12	10/06/12	ABC's Saturday Night Foc	SA 8pm-1130pm	- - - - - S-	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - - - - - S- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 10/06/12 10:16 PM ABC's Saturday Night Football SA 8pm-1130pm :30 CMI TV107 \$3,000.00 NM									
24	10/02/12	10/07/12	11pm Action News Updat	11-1135pm M-Sun	- TWTF - S	:30	5	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 - TWTF - - 5 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 10/02/12 11:22 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV107 \$4,000.00 NM									
5 WXYZ W 10/03/12 11:13 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV107 \$4,000.00 NM									
1 WXYZ Th 10/04/12 11:10 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV107 \$4,000.00 NM									
4 WXYZ F 10/05/12 11:13 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV107 \$4,000.00 NM									
3 WXYZ F 10/05/12 11:31 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV107 \$4,000.00 NM									



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
26	10/02/12	10/05/12	Nightline	1135pm-1205am M	-TWTF--	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/02/12 11:44 PM Nightline 1135pm-1205am M :30 CMI TV107 \$2,000.00 NM									
2 WXYZ W 10/03/12 11:44 PM Nightline 1135pm-1205am M :30 CMI TV107 \$2,000.00 NM									
3 WXYZ Th 10/04/12 11:43 PM Nightline 1135pm-1205am M :30 CMI TV107 \$2,000.00 NM									
4 WXYZ F 10/05/12 11:54 PM Nightline 1135pm-1205am M :30 CMI TV107 \$2,000.00 NM									
27	10/08/12	10/08/12	Nightline	1135pm-1205am M	M-----	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 11:55 PM Nightline 1135pm-1205am M :30 CMI TV107 \$2,000.00 NM									
28	10/05/12	10/05/12	Friday Prime A	8-9pm Friday	----F--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/05/12 7:59 PM Friday Prime A 8-9pm Friday :30 CMI TV107 \$3,000.00 NM									
29	10/08/12	10/08/12	M-F 12-1pm	12-1pm	M-----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 12:45 PM M-F 12-1pm 12-1pm :30 CMI TV109 \$1,300.00 NM									
30	10/08/12	10/08/12	M-F 3p-4p	3-4pm M-F	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 3:27 PM M-F 3p-4p 3-4pm M-F :30 CMI TV107 \$1,200.00 NM									
31	10/08/12	10/08/12	Dr. Oz	4-5pm M-F	M-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/08/12 4:12 PM Dr. Oz 4-5pm M-F :30 CMI TV107 \$1,500.00 NM									

Total Spots **60** Gross Total **\$107,700.00**

Payment Terms 30 Days

Agency Commission **\$16,155.00**

Net Amount Due **\$91,545.00**